

RCA Institutes, Inc
132 West 31st Street | New York, NY 10001

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Bradford Daggett
Director,
Institute for
Professional Development

Dear Fellow Executive:

If you feel you're not getting the most out of your computer-based operation, you're in good company. Most management people feel this way.

Now's the time to stop worrying and start moving.

And, we think we can help you. We have created a special trail-blazing three-day Seminar for operating management from front-line managers to company presidents.

This letter is your invitation to be in the vanguard of the future. To close the communications gap between technical systems men and all levels of your management. To achieve a basic understanding of what information systems can do.

For all too long, systems thinking has emphasized hardware and software concepts. We concentrate on peopleware. By peopleware we mean people working together to get the most out of their computer-based information systems.

This is a seminar about people. Not machines.

As a giant step toward these goals, I invite you to join us in our Seminar on --

MANAGEMENT INFORMATION SYSTEMS

A Concentrated Educational Program for Management

Presented By

the INSTITUTE FOR PROFESSIONAL DEVELOPMENT

Management Information Systems -- or MIS -- is an approach to managing an enterprise as an integrated whole through systematic application of the new and dramatic tools of information/computer technology.

Who will benefit from attending this Seminar?

1. Executive management who evaluate proposed business systems plans.
2. Every level of operating managers who are responsible for successful operation and control of the business.
3. EDP managers who are charged with the responsibility of coordinating management and systems efforts.

In short, this Seminar is directed toward the manager-user of a Management Information System, rather than the technical implementer. Literally no technical background is required. The only prerequisites are your own managerial and planning skills.

These are the overall questions which the Seminar undertakes to answer:

1. What is your role in a Management Information System?
2. How personal must this involvement be?
3. How can all your people work together to achieve a successful Management Information System?
4. What are the state-of-the-art concepts and tools available for your use in your Management Information System effort?

The techniques in the course have been tested and perfected by the Institute for Professional Development in a series of working sessions with members of the RCA Corporate Staff. By taking this course you reap the rewards of our four years of trial and error, blood, sweat and tears.

We've discovered that, given the proper set of tools and the proper motivation, most managers are eager to plan for systems integration. They come to realize that the computer system must be adapted to the business -- not the business to the computer system.

We have the tools for you. And this Seminar will give you:

1. A realistic view of the capabilities and limitations of Management Information Systems.
2. A perspective of one's own role and the company-wide effort required.
3. The working knowledge required by the manager of the Management Information System technology and equipment.

BACKGROUND OF THE INSTITUTE

In many ways, this Seminar represents the most important breakthrough in the history of the Institute for Professional Development of RCA Institutes. The already high regard for the Institutes by the intellectual community is shown by the fact that universities across the country accept many of the Institutes' courses for graduate credit. It would be hard to find a blue-chip corporation—from A T & T to Xerox—which does not turn to the RCA Institutes for special training of its people.

SEMINAR CONTENT

What makes this seminar such a breakthrough is that its ultimate purpose is to help you shape your company's future. Although you'll be working under pressure, you'll be so involved you'll enjoy every minute of it. You'll be learning how to bring together in working partnership the people who run your company and the people who run your computers.

You'll simulate real-life experience on an intensive scale.

You'll be right in the middle of the actual development of a total Management Information System. You'll be a key man in one of two competing companies. The Seminar culminates with the presentation of your total Management Information System.

You'll reach an understanding of the nature of the contribution and degree of involvement required from every echelon of upper, middle and lower management.

You'll enjoy this mind-stretching Seminar and the opportunity to share in depth the experience of other management people.

This is a Seminar about people. Not machines.

SCHEDULE

The Seminar is an intense three-day program, including evenings. It begins on Monday evening at 8:00 PM and concludes on Thursday afternoon at 4:30. The fee includes all meals and lodging. We've enclosed a handy reference sheet with Seminar location and dates and accommodations information. As this enclosure indicates, we can promise you excellent food, first-class accommodations and luxurious surroundings.

REGISTRATION INFORMATION

Because of the intensely personalized instruction, and because we cannot have more students than there are key roles to play in our simulated companies, we are forced to limit registrations.

We will accept applications in order of receipt -- first come, first served.

For this reason we suggest you apply immediately.

The all-inclusive fee is set at \$475. Cancellations will be honored until one week prior to the Seminar.

The potential for your company's development is so great, and the costs in time and money relatively so small, that we suggest you register not only yourself, but that you bring your management people in these areas with you --

Marketing and Sales, Personnel, Purchasing,
Engineering, Financial, Manufacturing, Data
Processing, Inventory Control and Distribution,
Research and Development.

By exposing these people to the exciting potential of MIS, you'll create for your company a team ready and anxious to make the most of all the benefits of a Management Information System. For obviously, you do need a team for MIS success, a team with every member convinced of MIS' value.

RESERVATION TIME IS NOW.

The situation is urgent. A Management Information System for your operation is something you should act on now. Before competitors use MIS to get ahead of you. And remember, registration is necessarily limited.

Mail the enclosed application today. Or phone us, if you prefer.

Sincerely,

RCA INSTITUTES, INC.



Bradford I. Daggett, Director
Institute for Professional Development

BID/bf
Enclosures (3)

THE PEOPLE WHO MAKE IT HAPPEN
Introducing your staff from the
RCA INSTITUTE
FOR PROFESSIONAL DEVELOPMENT



B. I. Daggett
Director



R. J. Lambert
Manager, Management Programs



J. H. Sneddon
Manager, Administration



D. B. Kenney
Industrial Sales



B. V. Ferguson
Direct Marketing



D. Murphy
Staff Member



R. Nagy
Staff Member

This is a partial listing only

**May we suggest
you bring
your top people
along?**

Which ones?

**We're sure your
key people in the
following areas
will benefit:**

Marketing and Sales
Personnel
Purchasing
Engineering
Financial
Manufacturing
Data Processing
Inventory Control and Distribution
Research and Development

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THE PURPOSE
THE PROGRAM
THE PEOPLE

A Syllabus on the content of
**MANAGEMENT INFORMATION
SYSTEMS**

A Three-day Educational Seminar
For Executives Presented by

RCA INSTITUTES
INSTITUTE FOR PROFESSIONAL DEVELOPMENT

RCA

Management Information Systems is an Approach to Managing an Enterprise as an Integrated Whole Through New and More Profitable Uses of Computer Based Data.

The purpose of the seminar

- 1** To bring you and your key men ahead of the present and abreast of the future in these new management techniques.
- 2** To break down the walls and eliminate the communications gap between top management and the technical staff.
- 3** To orient management on both the capabilities and limitations of "third generation" computers.
- 4** To help you design a system for your operation which will enable you to interpret the complex business of the present, and project the future, rather than just record the past.
- 5** To eliminate over-lap in your existing computer operations and thereby increase efficiency and cut costs.
- 6** To present in concentrated form the absolute prerequisite training necessary for the building of an effective MIS in your company.
- 7** To prevent your losing your competitive momentum through falling behind in the efficiency race.

THE PROGRAM

In return for just three days of total involvement, we think we can promise you a new approach to business and open up for you a new world of profit possibilities.

Your surroundings, as shown in the enclosed brochure, will be luxurious, but your own involvement in the program will be so complete, that you will probably be no more aware of them than of background music in a department store.

The entire program simulates a real-life experience on an intensive scale. You will become an executive in a hypothetical company. You will participate in the real-life development of an actual total Management Information System.

And when you return to your home base you will be prepared to translate the lessons of this personal experience into a new approach to the management of your own affairs.

A glance at the actual program (below) will show you why we recommend against bringing wives. We can assure you—you'll have time for nothing but work—perhaps the most rewarding work you've ever engaged in.

AGENDA

First Day

- 8:00 PM** Opening and Program Overview
- 8:45** Management Information Theory
- 9:00** Meeting of the Executive Council (Company Project)

Second Day

- 8:30 AM** System Model
 - 9:00** Business System
 - 10:15** Coffee
 - 10:30** Business System Reports and Critique
 - 11:00** Manual Purchasing Subsystem (Group Assignment)
 - 12:30 PM** Lunch
 - 1:30** EDP Tools Basic Concepts and Equipment
 - 3:30** Coffee
 - 3:45** Automated Purchasing Subsystem (Group Assignment)
 - 6:30** Dinner
 - 8:00** Purchasing Subsystem Reports and Critique
 - 9:00** A Management Information System (Company Project)
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Third Day

- 8:30 AM** EDP Tools Applied to the Business (Total Business System Study)
- 10:15** Coffee
- 10:30** EDP Tools Advanced Concepts and Equipment
- 11:30** Integrated Materials Subsystem (Group Assignment)
- 12:30 PM** Lunch
- 1:30** Materials Subsystem (continued)
- 3:15** Coffee
- 3:30** Materials Subsystem and Critique
- 4:30** The Nature of the Total System
- 6:30** Dinner
- 8:00** Report to the Executive Council (Company Project)

Fourth Day

- 8:30 AM** Operations Research in the Management Sciences
- 9:30** Coffee
- 9:45** Management Information System
- 12:00 PM** Lunch
- 1:00** Rehearsal for Final Presentation
- 1:45** Coffee
- 2:00** Presentation of Management Information System for Company A
- 2:45** Presentation of Management Information System for Company B
- 3:30** Critique of Final Presentations
- 3:50** Program Closing
- 4:30** Finis

Seminar Location



For your convenience, we have selected the luxurious Tarrytown House for the presentation of this Management Information Systems Seminar.

Just 40 minutes from mid-town Manhattan, this inn is ideally equipped for you to receive maximum benefits from this Executive Seminar.

Location: East Sunnyside Lane
off Broadway,
Tarrytown, N.Y.

Dates: November 11 to
November 14, 1968

Seminar begins on Monday at
8 p.m. and concludes on
Thursday at 4:30 p.m.

Your fee includes all meals
and lodging.

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INSTITUTE FOR PROFESSIONAL DEVELOPMENT
132 West 31st Street
New York, New York 10001

Please reserve a place for me at your three-day seminar on Management Information Systems to be held in:

Tarrytown, N.Y. at the Tarrytown House from November 11 to November 14, 1968.

My understanding is that the flat fee, \$475, includes meals and lodging. And that I may cancel out at any time up to one week before the seminar begins and receive a full refund.

NAME

FIRM

ADDRESS

ZIP CODE

TITLE

Enclosed is my check

☐

Please bill my firm

☐

I should like to bring along_____of my key men, subject to the same understanding.

You'll find their names and titles in a memo attached.

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